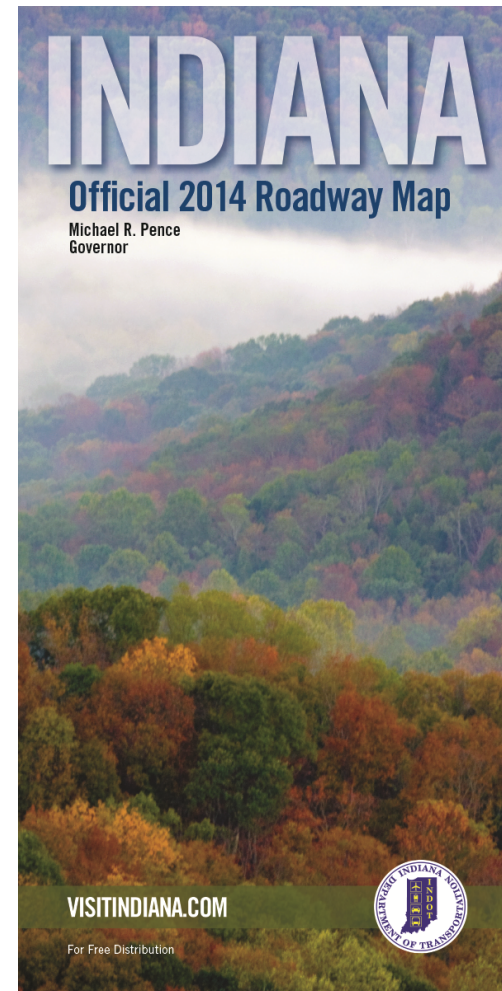


Indiana Office of Tourism Development

# One Official State Map One Great Opportunity

2015 Official Indiana Roadway Map  
Sales Opportunities

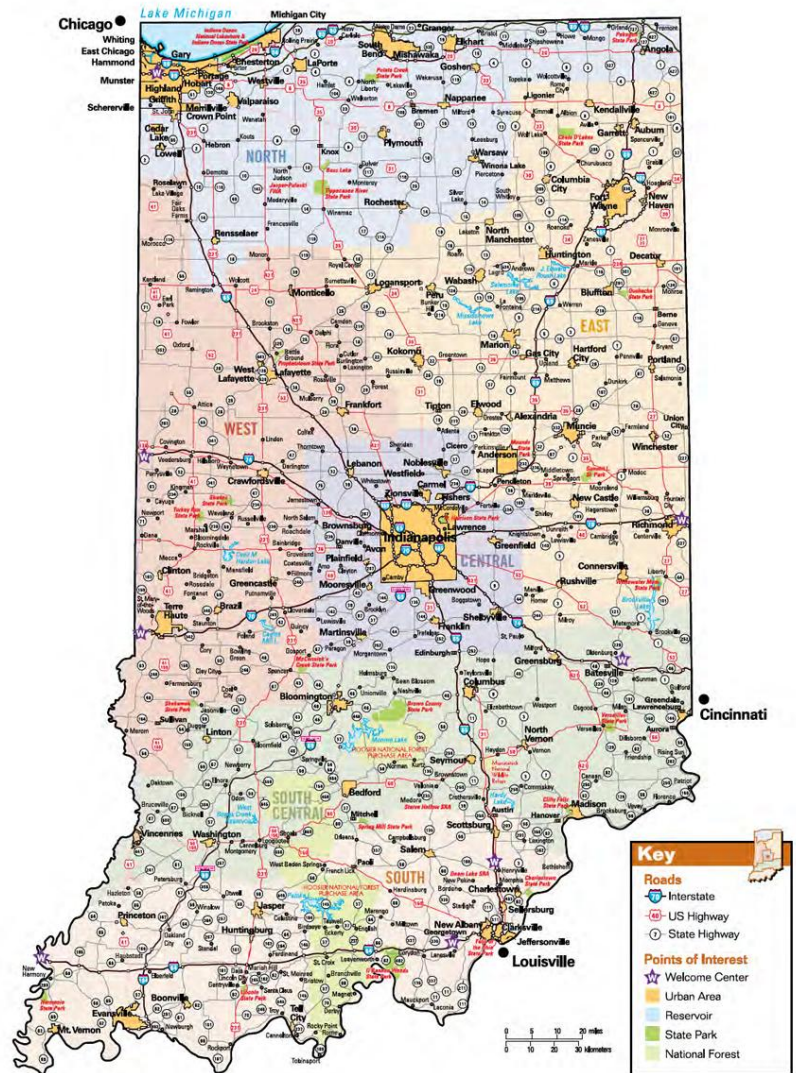


Travel is strong in Indiana with approximately 71 million people visiting the state and contributing \$10.1 billion to its economy.

Leisure trips comprise roughly 86% of Indiana's total visitor volume and is one of the reasons why it is regarded as a "drive" destination.

The Official Indiana Roadway Map is the ideal location to support and promote tourism attractions in Indiana.

# Statewide Coverage

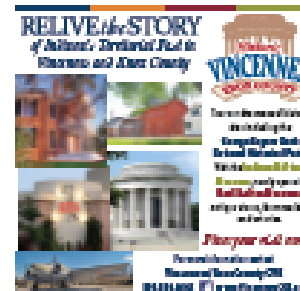


# 2014 DISTRIBUTION RECAP

Distribution	Quantity
Single Fulfillment	100,000
Indiana State Fair 2014	55,000
Legislators	10,000
Welcome Centers and Rest Areas	345,000
DMOs, CVBs, Chambers of Commerce	100,000
Libraries, Hotels, AAA offices	50,000
Other Bulk Distribution	90,000
<b>Initial Distribution</b>	<b>750,000</b>
Unscheduled Reprint Due To Demand	<b>175,000</b>
<b>TOTAL Distribution</b>	<b>925,000</b>

**2015 MAP PRINTING AND DISTRIBUTION 1 MILLION!**

- 
- PARKE COUNTY  
COVERED BRIDGE  
GETAWAY!**
- ENJOY 31 COVERED BRIDGES**  
Turkey Run State Park, Shades State Park,  
Covered Bridge Art Gallery, Canoeing on  
Sugar Creek, Historical Society Museum,  
Rockville Square, Bridgemon and Mansfield  
Mills, Rockville Lake Park & Racecourse Lake  
**FREE Covered Bridge Map, plus Lodging  
Festival, South & Visitor Information.**
- Parke County Covered Bridge Festival**  
**2013 Oct. 11-20**  
**2014 Oct. 10-19**
- 765-569-5226**  
**[www.coveredbridges.com](http://www.coveredbridges.com)**





## Formatted Display Ad With Photo!

This ad size will be 1/5 of a panel.  
The listing will feature a photo, headline,  
and up to 155 characters of text.

	<b>BUTLER WINERY AND VINEYARDS</b> Scenic vineyard location. Deck, pond, picnic tables, tasting tours. Founded in 1983-Indiana's 4th-oldest winery. Indiana Uplands Wine Trail member. AdmChg: N <a href="http://butlerwinery.com">butlerwinery.com</a>
(K-6) Bloomington	6200 E. Robinson Rd. 812.332.6660
	<b>OLIVER WINERY</b> Indiana's largest winery with complimentary tasting of more than 30 varieties. Weekend tours available. Open year-round. Indiana Uplands Trail member. AdmChg: N <a href="http://oliverwinery.com">oliverwinery.com</a>
(K-6) Bloomington	8024 N. SR 37 800.258.2783
	<b>CHATEAU THOMAS WINERY</b> Wine tasting daily. Award-winning wines, gift shop, live music and special events. Off I-70 Exit 66 west of airport. Indy Wine Trail member. Open daily. AdmChg: N <a href="http://chateauthomas.com">chateauthomas.com</a>
(H-6) Plainfield	6291 Cambridge Way. 317.837.9463
	<b>HUBER ORCHARD, WINERY &amp; VINEYARDS</b> A premiere agritourism destination; over 600 acres. Taste award-winning wines, pick fruits and veggies and visit our Family Farm Park. Open daily. AdmChg: N <a href="http://huberwinery.com">huberwinery.com</a>
(M-7) Starlight	19816 Huber Rd. 812.923.9463
	<b>TURTLE RUN WINERY</b> Relax and enjoy the scenery. Take a detailed tour of the art of winemaking. Enjoy free wine tastings. Concerts too! Indiana Uplands Trail member. AdmChg: N <a href="http://turtlerunwinery.com">turtlerunwinery.com</a>
(N-7) Corydon	940 St. Peters Church Rd. 812.952.2650

Ad Type	Color	Price
Outside Back Cover - Display Ad - 4.6" X 9.25"	4-color	Presenting Sponsor
Full Interior FRONT Panel - Display Ad - 4.125" X 8.75"	4-color	\$12,000
Full Interior Panel - Display Ad - 4.125" X 8.75"	4-color	\$9,000
Half Interior Panel - Display Ad – 4.125" X 8.75"	4-color	\$5,000
Formatted Ad with Photo - 1/5 Interior Panel	4-color	\$2,500

Right of first refusal for 2014 advertisers: Deadline April 28, 2014

# DEADLINE DATES

**MAY 16**

Sales End

**MAY 30**

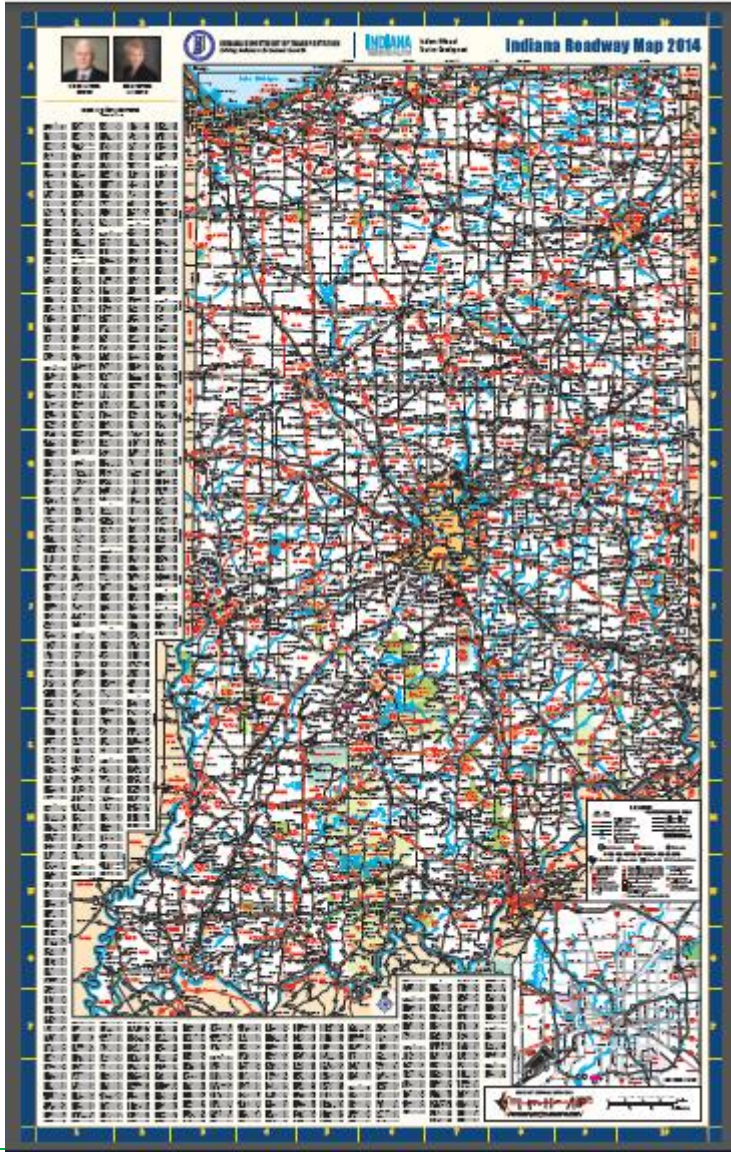
Materials  
Deadline

**AUG 1**

Distribution  
Begins

- Right of first refusal deadline for 2014 advertisers – April 28, 2014
- Sales end - May 16, 2014
- Advertising Materials deadline - May 30, 2014
- Publication distribution begins - August 1, 2014





### Eastern Shore Paddle

Discover the beauty of the Eastern Shore of Indiana. Enjoy scenic views, historic sites, and outdoor recreation. Visit us today!

### WARM GLOW

Experience the warmth of a fireplace. Enjoy the comfort of a cozy home. Visit us today!

### DEARBORN COUNTY

Discover the beauty of Dearborn County. Enjoy scenic views, historic sites, and outdoor recreation. Visit us today!

### BLOOMINGTON

Discover the beauty of Bloomington. Enjoy scenic views, historic sites, and outdoor recreation. Visit us today!

### PARKE COUNTY COVERED BRIDGE GETAWAY!

Enjoy 31 covered bridges. Discover the beauty of Parke County. Visit us today!

### Indiana State Police District Information

Discover the beauty of Indiana. Enjoy scenic views, historic sites, and outdoor recreation. Visit us today!

### City to City Mileage Chart

Discover the beauty of Indiana. Enjoy scenic views, historic sites, and outdoor recreation. Visit us today!

### South Bend Museum

Discover the beauty of South Bend. Enjoy scenic views, historic sites, and outdoor recreation. Visit us today!

### Shipshewana Flea Market

Discover the beauty of Shipshewana. Enjoy scenic views, historic sites, and outdoor recreation. Visit us today!

### Bureau of Land Management

Discover the beauty of the Bureau of Land Management. Enjoy scenic views, historic sites, and outdoor recreation. Visit us today!

### Big City. Bigger Heart.

Discover the beauty of Big City. Enjoy scenic views, historic sites, and outdoor recreation. Visit us today!

### Visit Fort Wayne

Discover the beauty of Fort Wayne. Enjoy scenic views, historic sites, and outdoor recreation. Visit us today!

### Indiana Bureau of Insurance

Discover the beauty of Indiana. Enjoy scenic views, historic sites, and outdoor recreation. Visit us today!

Pg 9

# Social Media Promotion



Facebook – 12,500 fans



Twitter – 26,500 followers